

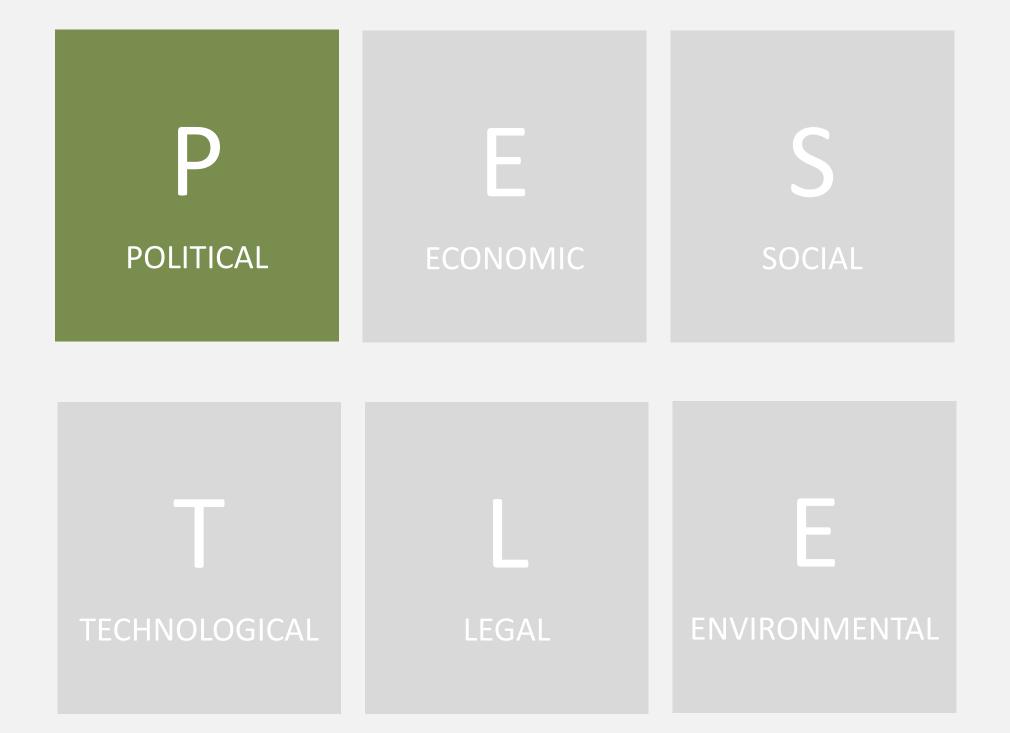
# PESTLE ANALYSIS

# Lululemon 2024



www.strategypunk.com





#### **POLITICAL FACTORS**

- Lululemon must navigate trade policies, tariffs, and regulations across multiple countries where it operates stores and sources products.
- Political stability and corruption in sourcing countries can impact Lululemon's supply chain.
- Labor laws and regulations need to be adhered to in all operating regions.





TECHNOLOGICAL

LEGAL

ENVIRONMENTAL

#### **ECONOMIC FACTORS**

- As a premium brand, Lululemon is vulnerable to economic downturns that reduce consumer discretionary spending.
- Inflation, interest rates, and exchange rate volatility can impact profitability and pricing strategies.
- The disposable income levels of Lululemon's target demographic directly influence demand.

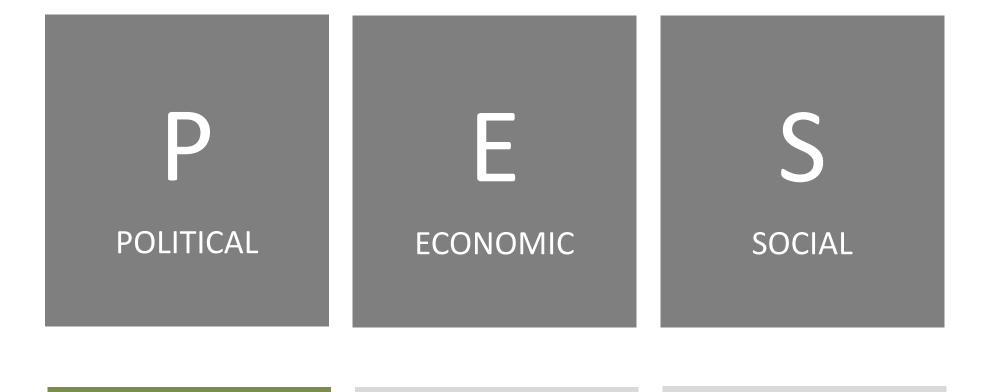




#### **SOCIAL FACTORS**

- Lululemon's success is tied to societal health, wellness, and athleisure wear trends.
- Maintaining a brand reputation and fostering a community connection with customers is crucial.
- Understanding and adapting to cultural differences across global markets is essential.





TECHNOLOGICAL

LEGAL

ENVIRONMENTAL

#### **TECHNOLOGICAL FACTORS**

- Investing in e-commerce capabilities, mobile apps, and seamless omnichannel experiences is essential.
- Adopting innovative textile technologies can enhance product quality and differentiation.
- Data analytics and AI can provide valuable consumer insights for product development.





#### **LEGAL FACTORS**

- Intellectual property protection, trademarks, and patents must be secured globally.
- Consumer protection and data privacy laws must be followed, especially for ecommerce.
- Any legal issues around ethical sourcing or sustainability can damage the brand's reputation.



POLITICAL

ECONOMIC

Social

TECHNOLOGICAL

L

ENVIRONMENTAL

#### **ENVIRONMENTAL FACTORS**

- Increasing environmental consciousness requires sustainable sourcing, reducing carbon footprint, and responsible waste management.
- Promoting environmental awareness can further Lululemon's brand image as a responsible company.
- Regulatory changes or environmental issues in sourcing regions can disrupt supply chains.